

Cumilla City Corporation
Citizen Survey Report
FY 2018-19

FINAL REPORT

October 2019



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Executive Summary

Citizen Report Card (CRC) survey is vital for formulating development policies to improve public sector service delivery based on users' feedback. This survey was initiated by City Governance Project (CGP), LGED in 2017 as an activity of ICGIAP, a sub-component of Governance Improvement and Capacity Development (GICD) of CGP. After that, CRC survey has been continuing annually and thus, Cumilla City Corporation (CuCC) conducted the 3rd CRC Survey, 2019 since its inception. The Survey was mainly carried out on a) Citizen Satisfaction with CC's Services and b) Mode of Communication–Public Relations.

Citizen Satisfaction with CC's Services

Prime focus of this survey was to receive feedback from citizens on CC's roles, quality of service delivery and their outlooks. CRC gives feedback on 25 civic services like vaccination, birth certification, Certificate Issuance etc. The findings of the survey came out with the percentages of citizens satisfied or dissatisfied in terms of service delivery.

Considering the respondents' categories, it is found that more than 80% respondents under category of "Slum Respondents" are highly dissatisfied with Slaughter house, Reserved space for women (in market), Community Center, Operation of bus/truck terminal, Public market and Food safety. However, in considering respondents of all category, the survey showed that more than 50% expressed their satisfaction as high or moderate with all 25 services, among which 5 services like Certificate Issuance (Birth, Death, other), Vaccination, Maternal and child health, Tax Assessment and Collection and Town Beautification could be ranked as top in terms of satisfaction level. On the other hand, more than 20% people showed their dissatisfaction with the services like Reserved space for Women (in Market), Operation of bus/truck terminal, Food safety, Footpath, Slaughter house, and License for non-motor vehicle which indicates, these services are not performing well.

Mode of Communication–Public Relations

In general, the sources of information regarding civic services are Miking, Newspapers, CC Councilors, Face-book and SMS. Survey showed that among these, Miking is the top ranked information source to the slum residents and also in general Miking and Newspaper are the main source of information to the city dwellers. It is found, about 43% collect information by visiting the Websites.

Only 17% under category of "Slum Respondents" would like to get online service from CC website for birth/death/marriage registration. Considering all respondents, the most desired online services is on tax payment and it is about 44%. About 55% of total respondent avail information through SMS, among these, information on tax payment and trade license ranked as top.

Survey showed, most desired information through SMS is on Tax payment, vaccination, payment process of bills, health services and city development plan which stand in average of 28%. It is found that about 59% of total respondent exercises Face-book, the most prevalent social media. But, in considering just Slum, it is only about 53% and 42% in case of Face-book and SMS respectively.

Overall 56% citizens contacted CC with complain regarding the services like tax assessment, waste management, drainage facility, tax payment process, and road maintenance and they are satisfied with the response. Considering feedback (in average 78%), it is found, the priority sector for improvements are roads maintenance, drainage, waste managements, food safety and street light.

In light of CRC survey findings, CuCC could take necessary steps to improve their services and communication systems considering citizens demand and expectations.

Limitations of the Survey

The Survey Team involved in conducting the CRC Questionnaire Survey was selected from CC Staff resulting a chance of biasness of satisfaction to the CC services. But due to lack of budget for carrying out this task, it was not possible to engage exclusive survey team beyond CC authority and CC staff (Tax collectors) had to be involved as an alternative of the team in this survey.

Tax payors was selected as target group for this survey since it was convenient for the tax collection staff to collect data on CRC questionnaire. But this target group is not sufficient to reflect views and opinions from all strata of the citizens receiving CC services. The sampling could not be covered from different service receiving groups (e.g. Residential, Commercial, Industrial, institutional, professional service providers etc.). That's why, Citizens' feedback on CC services might be not representative of all citizen throughout its jurisdiction.

This survey was conducted under the guidance and prescription of CGP Project which includes as an activity of ICGIAP. However, sampling could not cover households from the intervention of this project which was also an objective of finding its implications.

Benefits of the Citizen Survey

The Honorable Mayor and Ward Councilors of the City Corporation are elected by voters to represent their interests and support for the efficient and responsive delivery of services and infrastructure by CC officials and staff. The Citizen Survey is one method of understanding citizen demand for services through a scientific collection of citizen opinions. Survey information can also support better understanding of views gathered through the traditional method of direct contact and conversation between elected representatives, city officials and city residents.

This Citizen Survey provides information on:

- Citizen satisfaction with different CC services
- How citizens obtain information about CC services
- How citizens use electronic communications with the CC (CC website, Face book, and SMS)
- Citizen volunteering for community service
- Citizen views on services most needing improvement

Together, this information can inform the CC's planning and budgeting priorities for specific services, CC plans for communicating with citizens, and CC activities to increase citizen participation in community activities. Used well, the information can help build citizen support for elected representatives and citizen cooperation with city government.

Survey Methodology and Profile of Respondents

The 2019 Citizen Survey was conducted in Cumilla City Corporation (CuCC) as part of the Inclusive City Governance Improvement Action Program (ICGIAP) and supported by the City Governance Project (CGP) of the Local Government Engineering Department (LGED).

Survey Method

The Citizen Survey in 2019 used the same methodology as in 2018 incorporated the number of respondents to be 500 using a random sampling of citizens in all CC wards, and involving the tax collection staff of the City Corporation in data collection. These steps were designed to increase survey accuracy and increase the capacity of the CC to conduct such surveys on its own in the future.

Sample Size

Random sampling is a method of ensuring that the respondents surveyed are representative of the opinions of all of the CC citizens. (Statistically, a random sample of 500 households will result in findings at the 95% confidence level with a 5% margin of error. This means we can be 95% confident that the results are correct, plus or minus 5 points.)

Using data from the CC on the number of tax paying households in each ward, a random sample listing was prepared identifying household numbers at random as shown below. Based on this list a total of 400 tax paying households were selected from the CuCC's 10 wards for survey, and about 40 households were surveyed in each ward.

To understand views of low-income residents of the city, a further 100 residents in slum areas with CGP-supported Community Development Committees (CDCs) were surveyed. City corporation selected 10 CDCs from total 30 CDC (1 CDCs from 1 package, total 10 CDCs from 10 Package). Each CDC conducted 10 household survey, by this way 5 Junior facilitator conducted 100 survey from slum areas.

Survey Data Collection

To increase the capacity of the CC to conduct future Citizen Surveys, the CGP provided training in using the survey questionnaire for all permanent and temporary tax collection staff. CC tax collectors visit households in the CC's wards as part of their regular duties to deliver tax bills to residents. By having each collector survey at least one household per day over a month, the tax collection staff was able to reach 400 randomly selected households representing middle to high-income residents. Five Junior Facilitator were also trained and surveyed 100 residents, 10 residents at random in each of the 10 CDCs.

Survey Data Entry, Quality Check, Analysis and Reporting

Tax collectors and five Junior Facilitators submitted completed questionnaires for data entry into a specially prepared database. To check the accuracy of survey visits and data entry, members of the CGP team conducted quality checks at random calling survey respondents and reviewing written questionnaires. Survey work by Tax collectors and five Junior Facilitators was found to be accurate and any errors in data entry were corrected. Data results were analyzed and reporting prepared by the GICD Team of CGP.

Profile of Survey Respondents

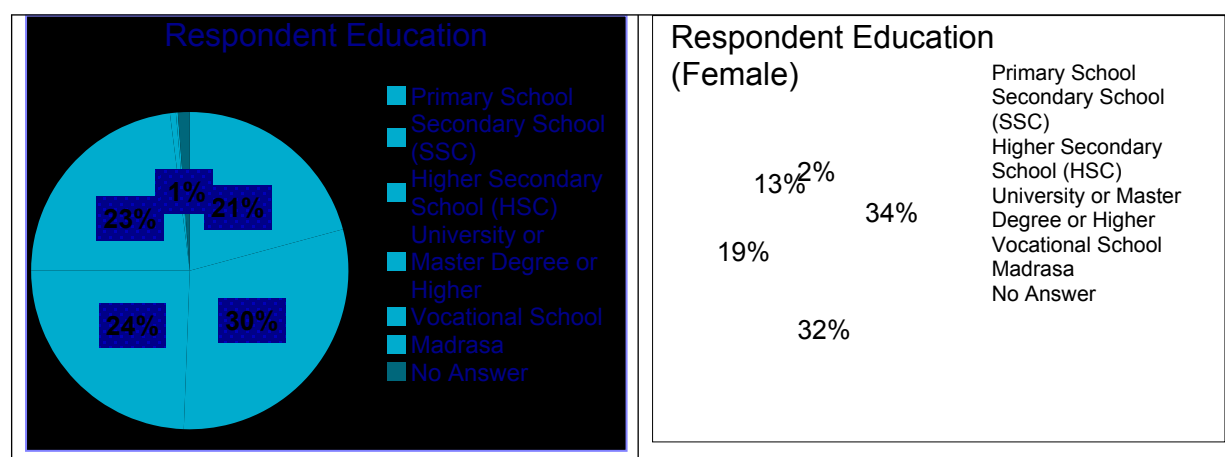
Gender, Age and Education

Surveyors interviewed 500 household respondents in July & August 2019, with 67% male and 33% female. Over half or 57% of the total respondents were age 45 or under, including 72% of the women respondents. Overall, 51% of respondents had completed SSC or lower, including 81% of women respondents.

Table 1. Respondents' Gender, Age and Education

Gender		Age			Education		
	All Respondents	Age Group	All Respondents	Female Respondents only	Level of Education	All Respondents	Female Respondents only
Male	64%	18-25	9%	11%	Primary	21%	34%
Female	36%	26-35	25%	39%	Secondary (SSC)	30%	32%
TOTAL	100%	36-45	23%	22%	Higher Secondary (HSC)	25%	19%
		46-55	22%	14%	University	23%	13%
		56-65	13%	9%	Vocational	1%	2%
		>65	7%	5%	Other (Illiterate)	0%	0%
		No Resp.	1%	0%	No Resp.	0%	0%
		TOTAL	100%	100%	TOTAL	100%	100%

Chart 1. Respondents' Education



Income, Housing Ownership and Living Area

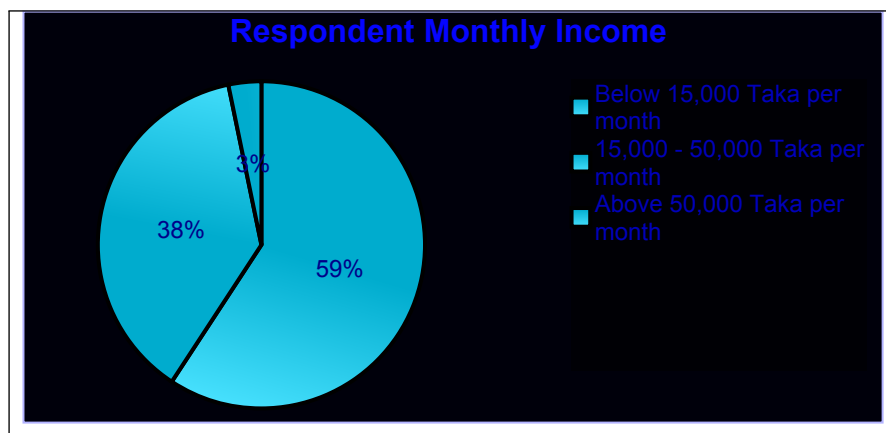
The highest number of survey respondents (59%) fell in the low-income class earning a reported household income below 15,000 Taka per year. A further 38% of respondents reported incomes of 15,000 to 50,000 Taka. Almost all respondents (94%) reported having their houses and living in

residential or mixed-use areas (95%). This includes respondents in CDC slum areas with many livings on government owned land.

Table 2. Respondent Income, Housing and Area

Monthly Household Income		Own or Rent		Living Area	
< 15,000 Tk.	59%	Owned	98%	Residential	85%
15,000-50,000 Tk.	38%	Rent	2%	Commercial	5%
50,000+ Tk.	3%	TOTAL	100%	Industrial	1%
TOTAL	100%			Mixed	9%
				Conservation area	0%
				TOTAL	100%

Chart 2. Respondent's Monthly Income



In total, 2548 people lived in the 500 surveyed households including 727 children. The average number of household members was about 5 (5.096) and the average number of children just above one (1.454).

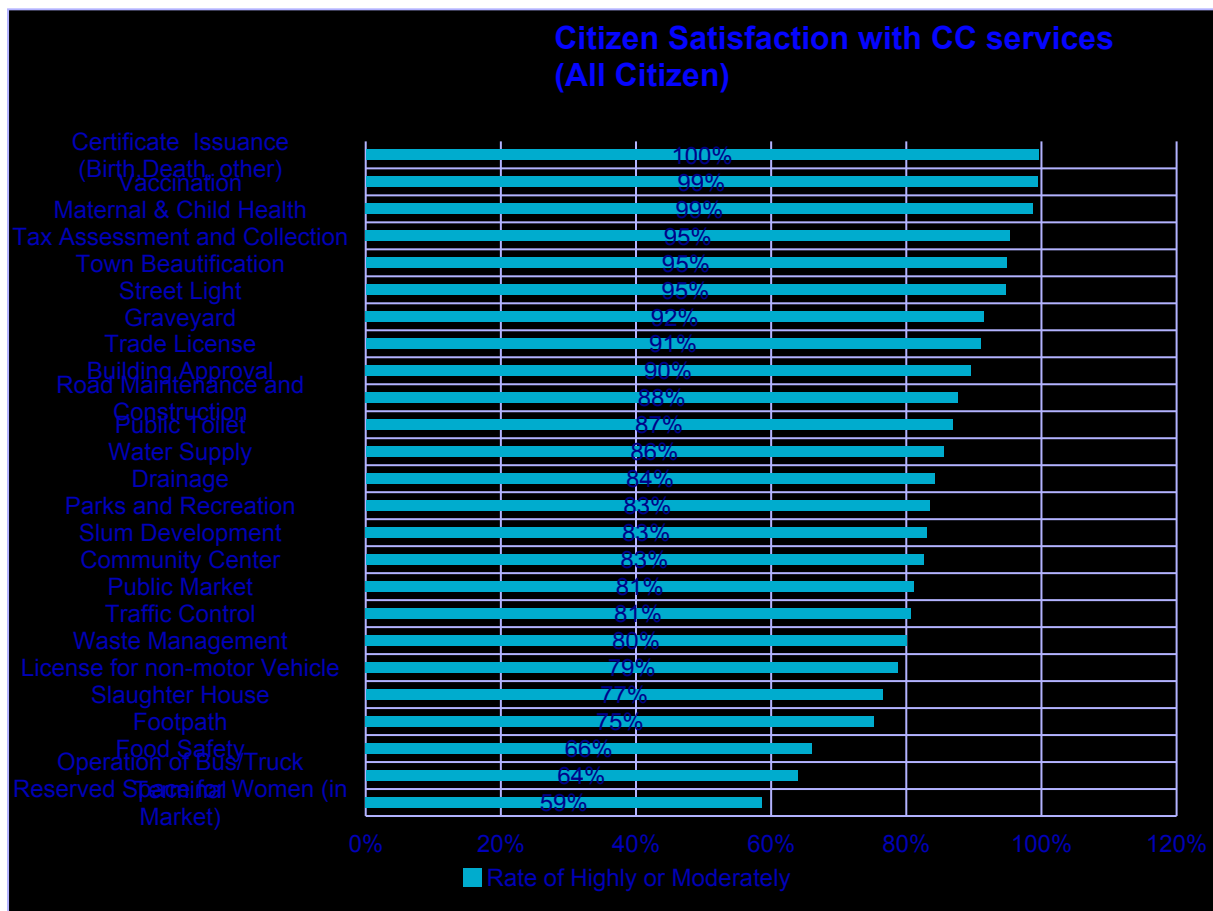
Level of Satisfaction of CC Services

Citizens surveyed are highly or moderately satisfied with many CC services but dissatisfied with others. Eight out of 25 CC services were rated satisfactory by over 90% of those surveyed and 17 of 25 by over 55%. The least satisfactory services are Market spaces for women, Operation of bus/truck terminal, Food safety, Footpath, Slaughter house, and License for non-motor vehicle. In contrast, more than 80% respondents from slum area are not satisfied with Slaughter house, Reserved space for women (in market), Community Center, Operation of bus/truck terminal, Public market and Food safety.

Table 3. Services with Highest and Lowest Levels of Citizen Satisfaction (All respondents)

Services with <u>High</u> Levels of Satisfaction		Services with <u>Low</u> Levels of Satisfaction	
Certificate Issuance (Birth, Death etc.)	100%	Market Spaces for Women	59%
Vaccination, Maternal and Child Health	99%	Operation of Bus/Truck Terminal	64%
Tax Assessment and Collection, Town Beautification, Street Light	95%	Food Safety	64%
Graveyards	92%	Footpath	75%
Trade License.	91%	Slaughter house	77%

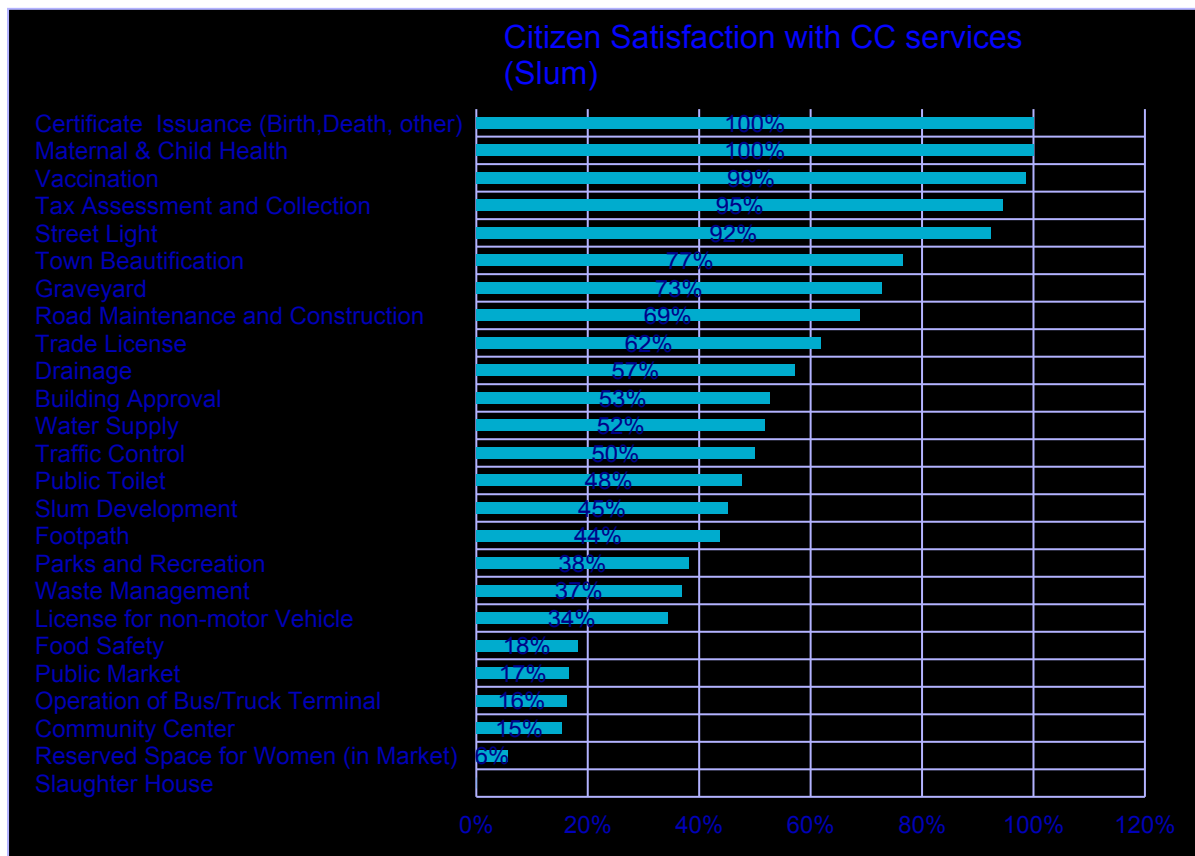
Chart 3. Citizen Satisfaction Levels with 25 CC Services (All Respondents)



Citizens in slum areas are dissatisfied with Reserved Space for Women in Market, Operation of Bus/ Truck Terminal, Food Safety, Footpath and Slaughter house. Issuance of birth, death and other

certificates, maternal and child health and vaccination are rated satisfactory by over 95% of slum area respondents. Almost all slum residents who did have an opinion were satisfied with this service, more so than low-income citizens or all respondents together.

Chart 4. Citizen Satisfaction Levels with 25 CC Services (Slum Respondents)



Communication with Citizens – Public Relations

This section indicates what methods or ‘channels’ of communication are most popular with citizens and what topics or ‘content’ citizens would like from each channel. The city dwellers, in general, get information on civic services mostly through Miking, SMS, TV, Facebook, Newspapers and CC Councilors, whereas slum residents find Miking as the top source of information on CC services.

A total of 33% of total respondents get information through miking, whereas 48% of slum respondents was also found to have information on CC services through miking. In addition, CC councilors and local people are also regarded as the sources of information regarding services provided by the City Corporation to slum areas. CC councilors is the second option of getting information in slum areas which accounts for 47% of the slum respondents. Details are shown in Chart 5 and 6 below.

Chart 5. Sources of Information on CC Services (All Citizen)

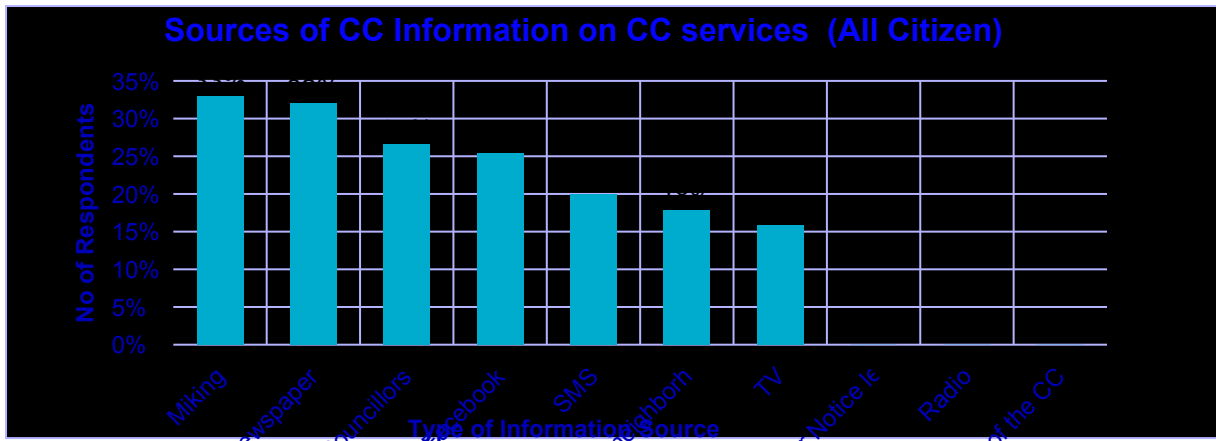
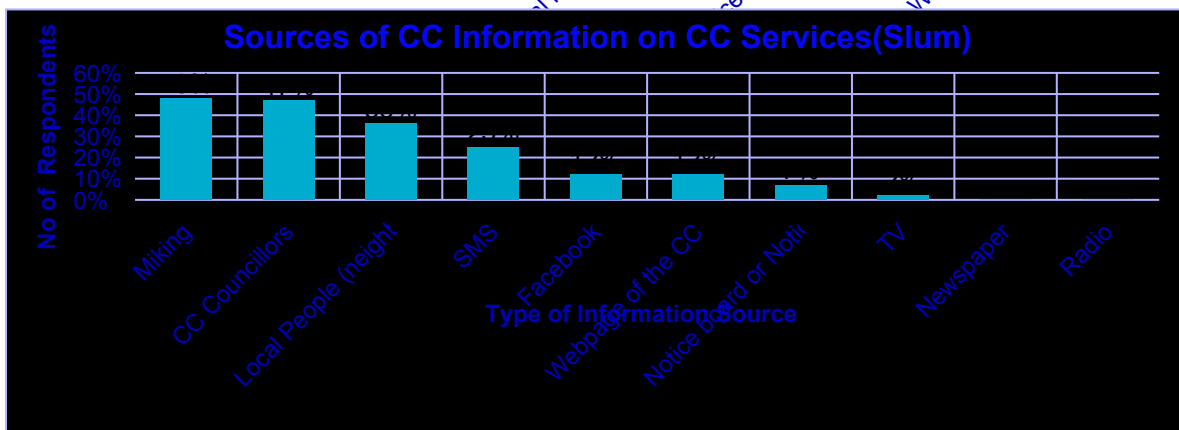
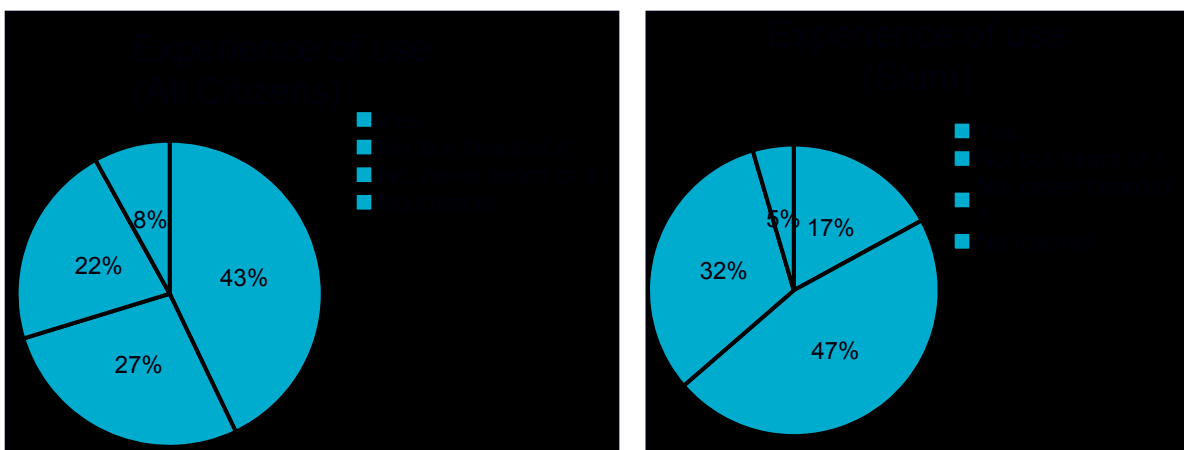


Chart 6. Sources of Information on CC Services (Slum residents)



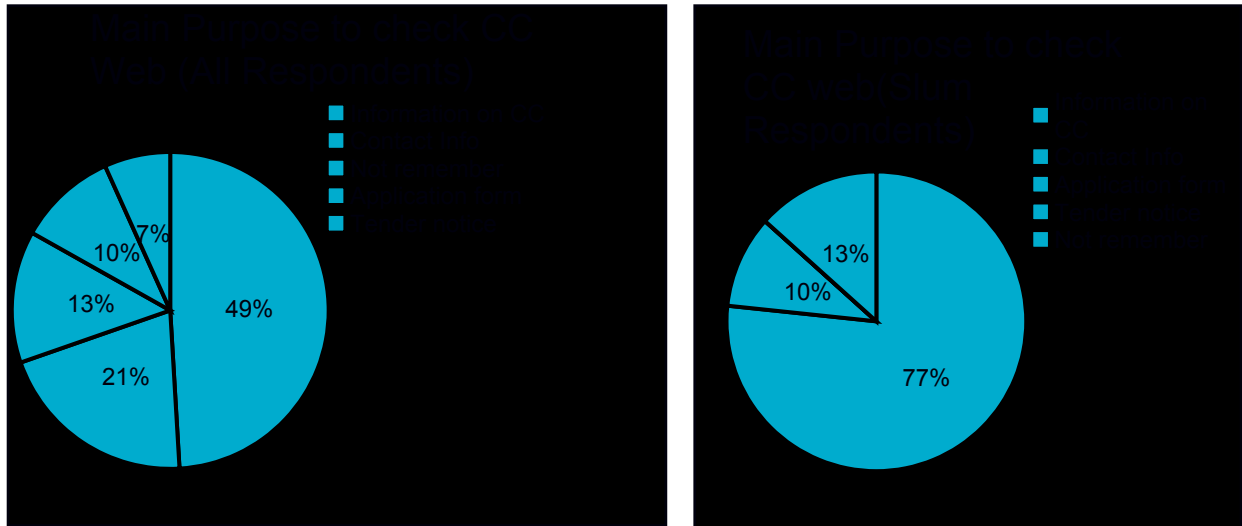
About 43% of the total respondents have found to visit website of the city corporation for general purpose only whereas 17% of slum area respondents reported visiting the website. Some 27% of all respondents had at least heard of the website while 22% had not done so. 32% of slum residents had never heard of the CC website.

Chart 7. Experience of using CC Website



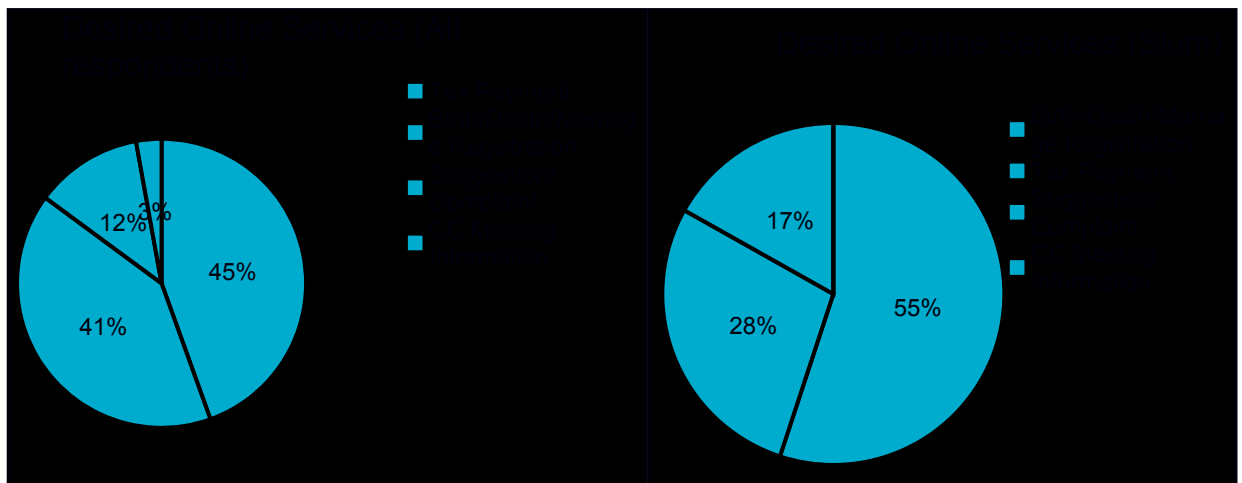
Overall, 49% of those visiting the website sought general information on the city corporation, 21% contact information, and 10% application forms (e.g. birth registration). In case of slum area, 77% of respondents was found to check CC web for searching general information and 10% for searching contact information.

Chart 8. Main Purpose to check CC Web CC Website



Tax payment was found the most desired online services which accounts for 44% of total respondents. In contrast, slum residents would like to get online service from CC website for birth/death/marriage registration accounting 55% of respondents from slum area.

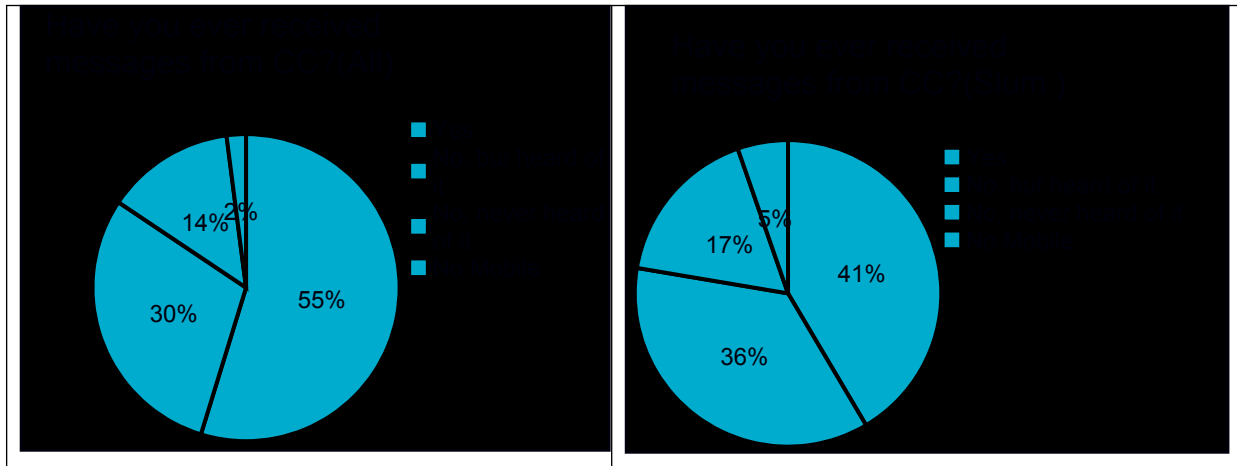
Chart 9. Desired Services from the CC online



SMS Dissemination from the CC on tax payment and Eid, Trade License.

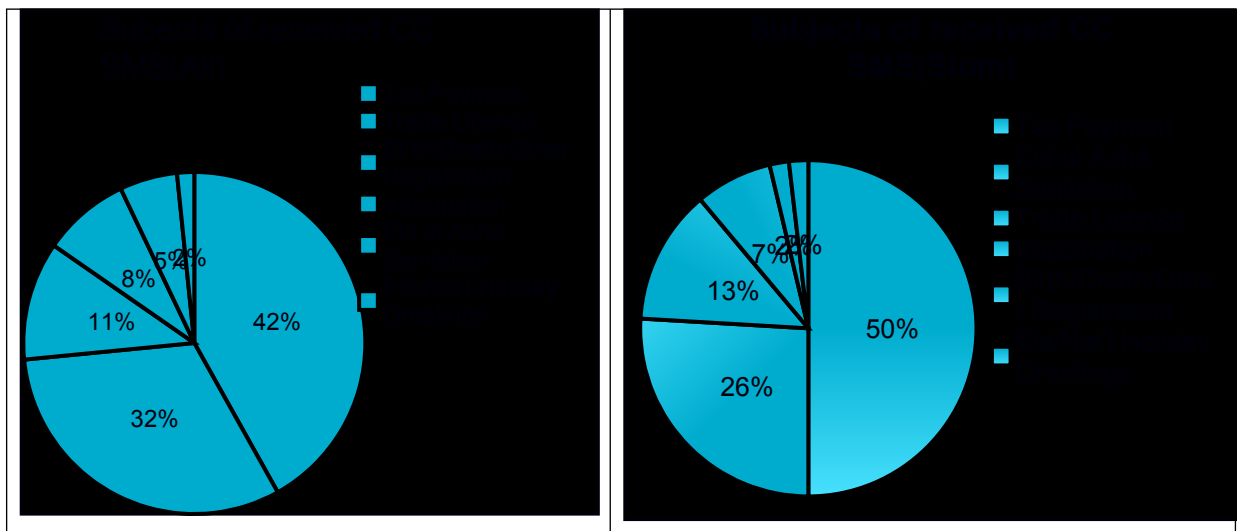
More citizens overall reported receiving SMS than last year: 55% in 2019 compared to 43% in 2018. However, among slum residents, 42% reported receiving SMS though about 36% had heard of them & 17% Never heard about the SMS.

Chart 10. CC SMS Received



In case of SMS dissemination, citizens get SMS from the City Corporation on various types of services of which tax payment and trade license were found on the top of all topics accounting 42% and 32% of all respondents respectively. Slum respondents were found to get SMS mostly about tax payment, Eid ul Azha Sanitation and trade license corresponding 50%, 26% and 13% respectively.

Chart 11. Subjects of CC SMS Received



Tax payment, vaccination, health services, payment process of bills and city development plan stand at the top expectations for SMS on CC services which account for 47%, 36%, 26%, 20% and 11% of total respondents respectively. In slum areas, the priority of SMS expectations is vaccination, payment

process of bills, health services, Tax payment, and city development plan accounting for 32%, 28%, 26%, 28% and 14% of the respondents.

Chart 12. Expected Subjects of SMS (All Respondents)

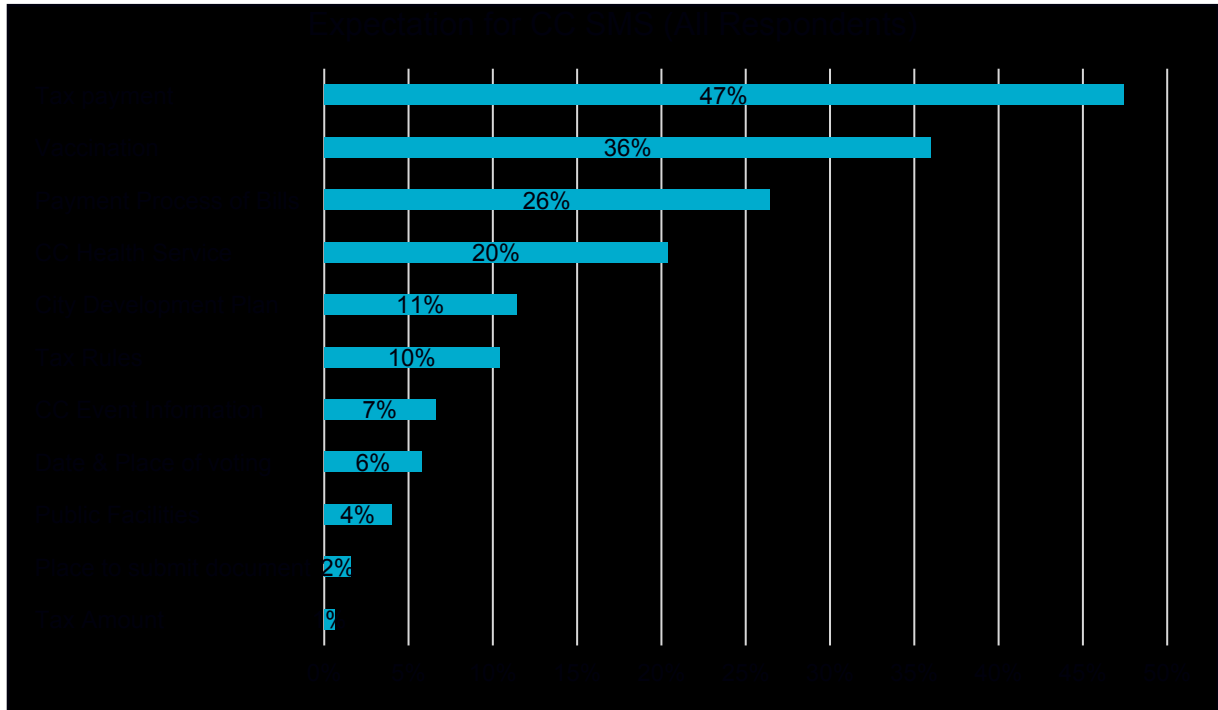
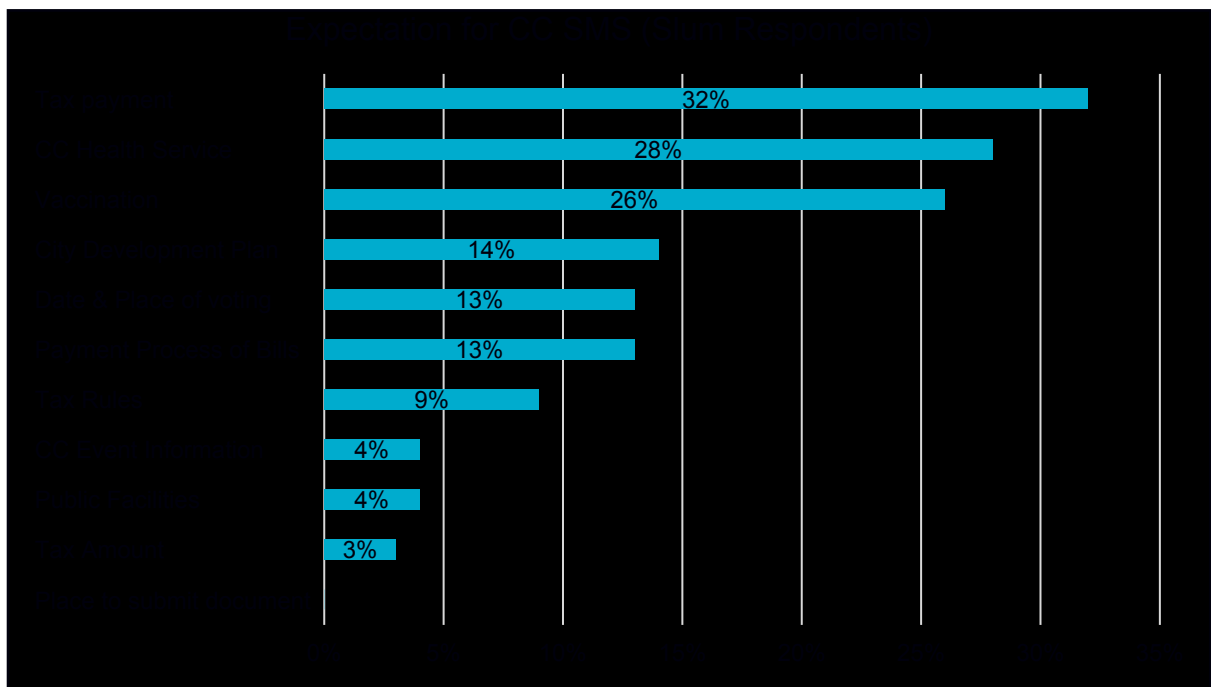
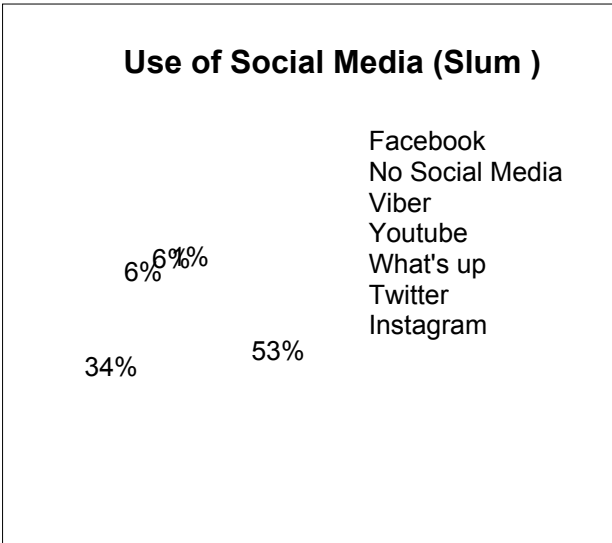
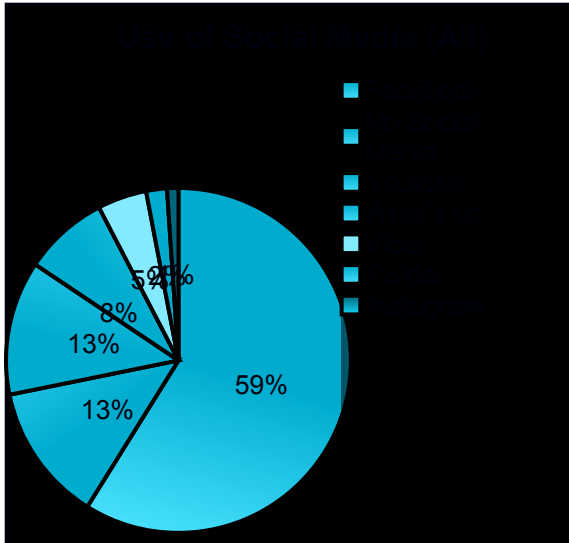


Chart 13. Expected Subjects of SMS (Slum Respondents)



Facebook is the most prevalent social media which is used by 59% of the total respondents and about 53% of the slum respondents were found to use this media.

Chart 14. Use of Facebook and Other Social Media

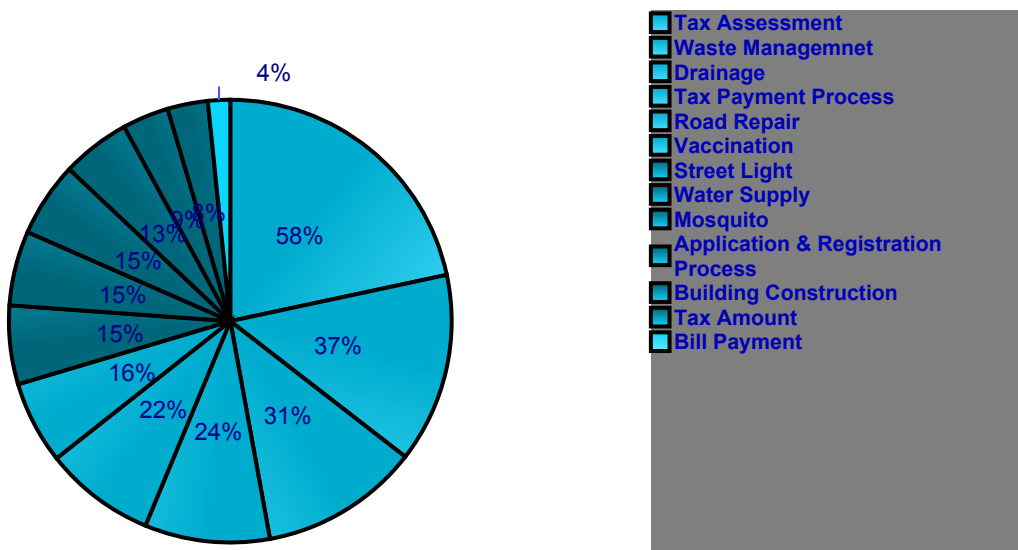


Complaints on CC Services

Overall 56% of citizens had contacted the CC with complaints. Tax assessment, waste management, drainage, tax payment process and road maintenance were the most common topics. Almost All Respondents with complaints who contacted the CC were satisfied with the response. Concerned councilor of the respective ward was contacted locally to express complaints by 41% of the respondents having complaints.

Chart 15. Subjects of Complaints on CC Services

Subject of complaints on CC services



Citizen Participation and Volunteering

Many citizens participate in waste collection and volunteer to help children's education and the poor, also participate in community meetings and awareness raising campaigns. Respondents were asked what volunteer activities existed in their communities and what activities they themselves participate in. The top most common activities existing were similar among general citizen and slum resident groups. However, there was some difference in the activities citizens volunteered for.

- Volunteering for waste collection was high among all respondents where children's education in slum residents.
- Volunteering for community meetings, awareness raising campaign and helping poor people were much more common among general citizen and slum residents.

Chart 16. Citizen Voluntary Participation in Community Activities (All Respondents)

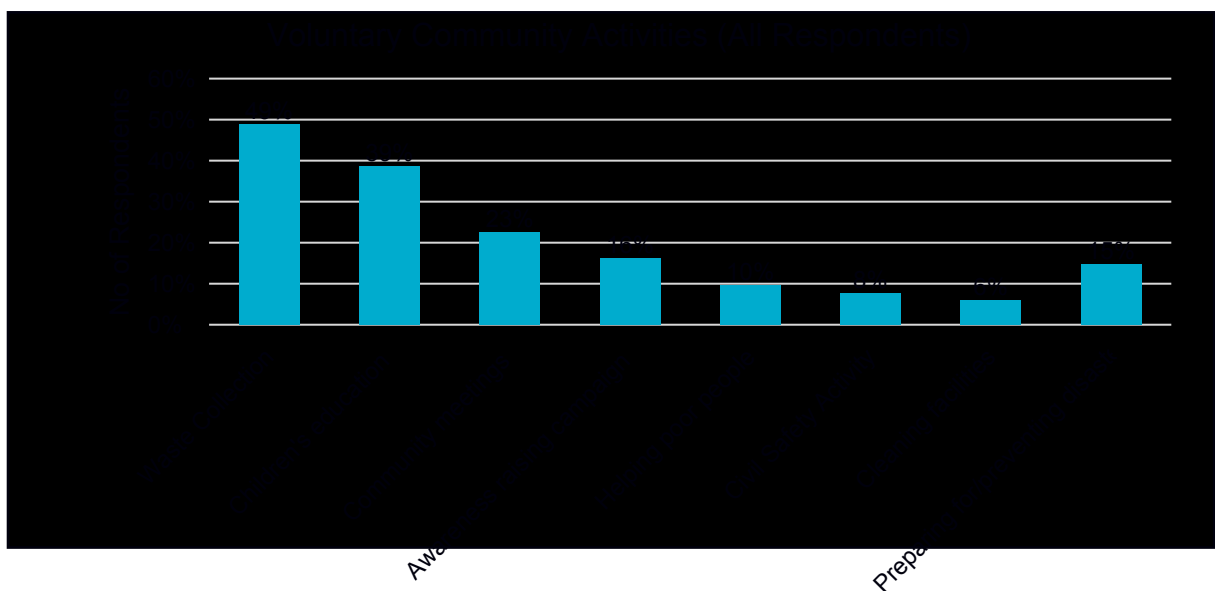
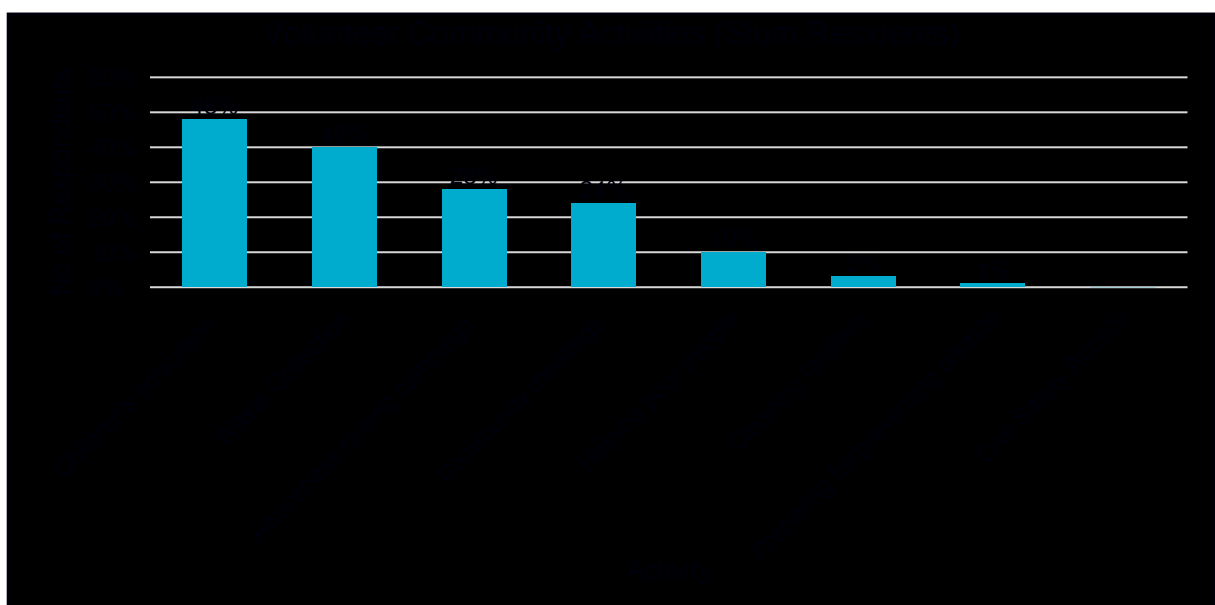


Chart 17. Citizen Voluntary Participation in Community Activities (Slum Residents)

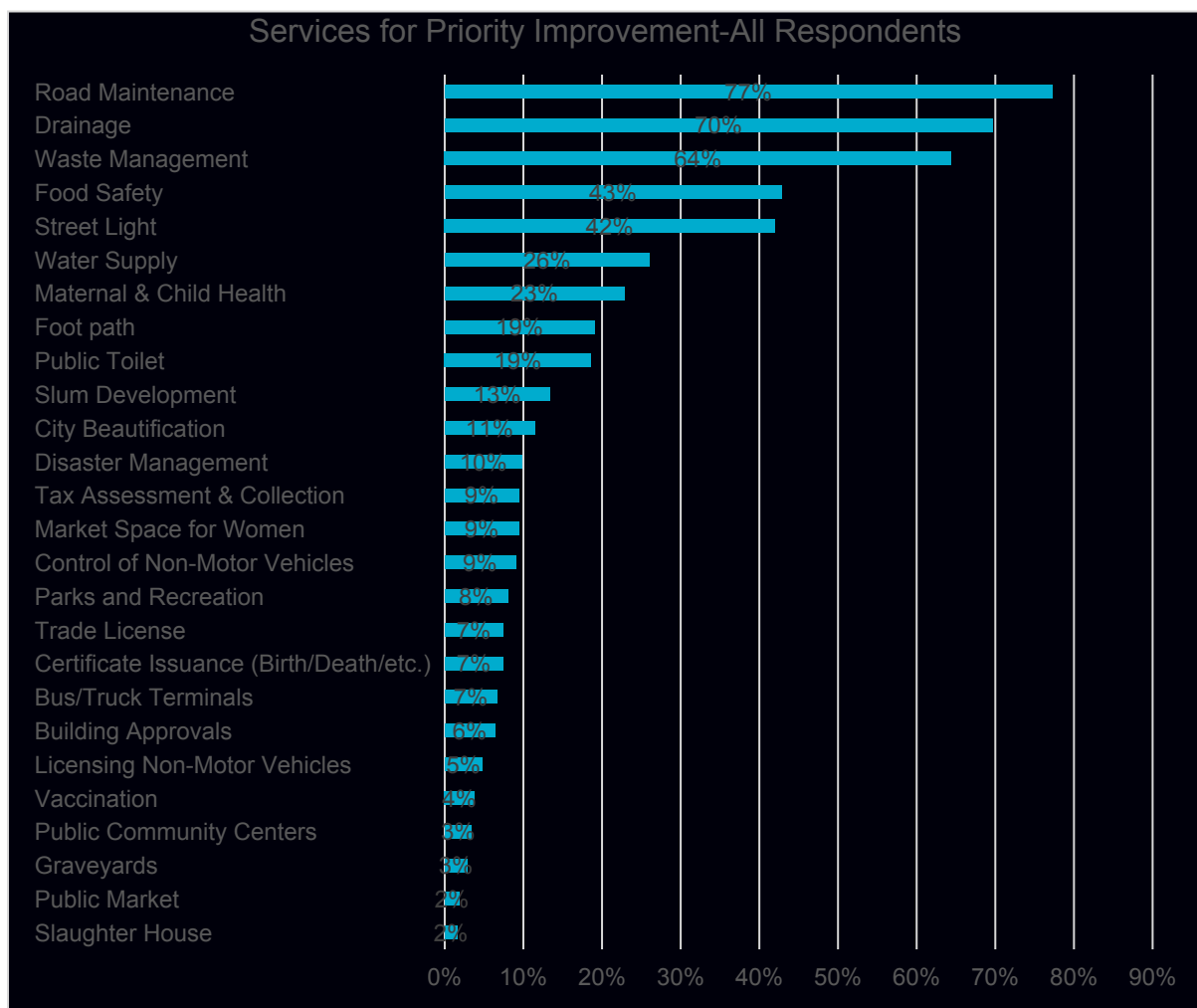


Almost all respondents surveyed said they would be willing to volunteer for community activities with existing or newly formed groups. All Respondents reported volunteering in the past and a high number said they were willing to do so in the future – 87% of all respondents and 91% of slum residents surveyed.

Citizens’ Suggestions for improving quality of Services

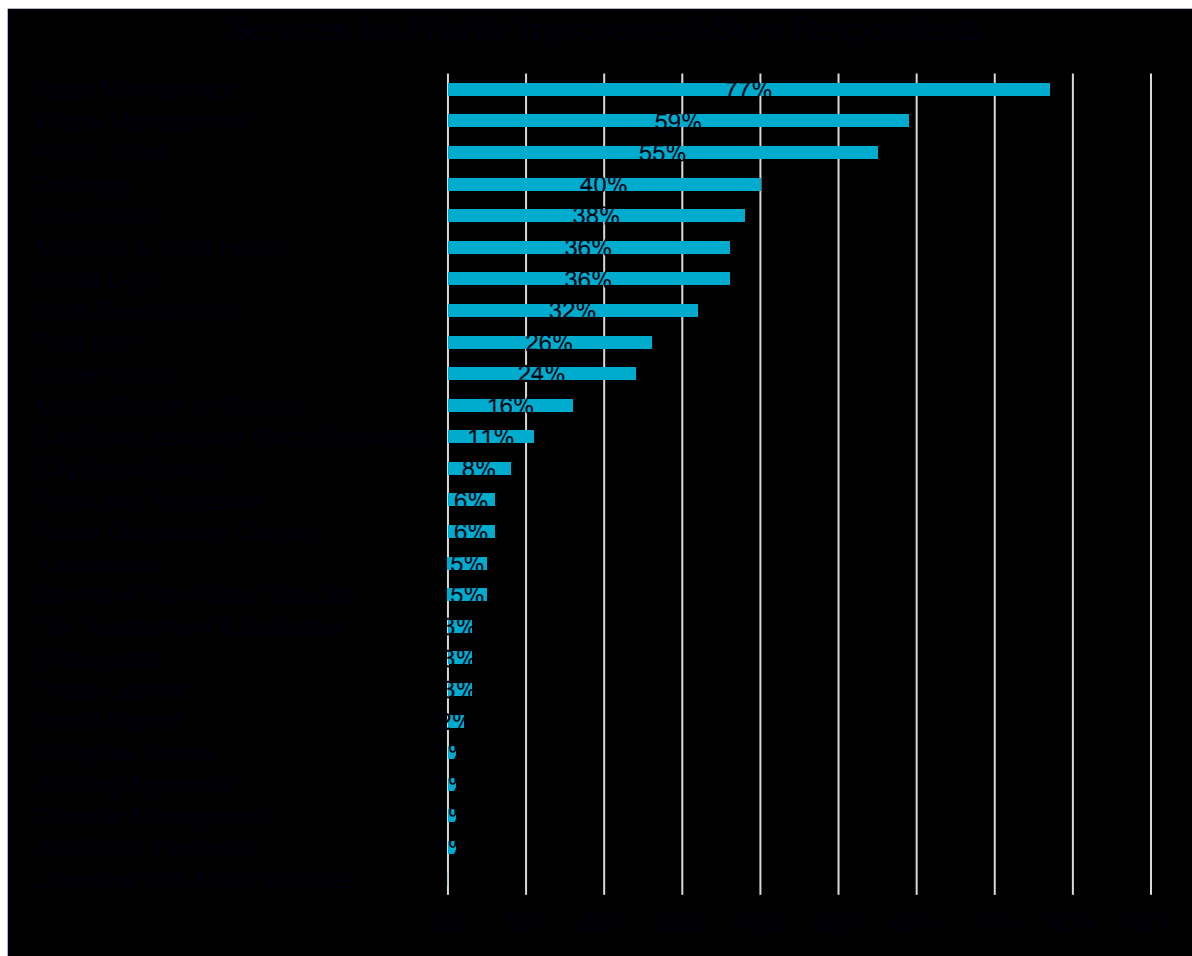
Services for priority improvement have been reported by the respondents for promoting development policy of the city corporation. Citizens chose roads maintenance, drainage, waste managements, food safety and streetlight as the services for priority improvement which correspond 77%, 70%, 64%, 43% and 42% of total respondents.

Chart 18. Services for Priority Improvement-All Respondents



The top 5 services in the priority list is somewhat different in the slum area as road maintenance, waste management, public toilet, drainage, food safety, which account for 77%, 59%, 55%, 40% and 38% of slum respondents respectively.

Chart 19. Services for Priority Improvement-Slum Respondents



Most citizens repeated the type of services to be improved with some differences between overall respondents and those from slum areas. Top 7 (Seven) priority of services are listed below which needs further improvement and give more attention by the concerned section of CC Authority.

Table 4: List of Priority Services for improvement

Services for Improvement (All Respondents)	Priority	Services for Improvement (Slum Respondents)	Priority
01. Road Maintenance	1 st	01. Road Maintenance	1 st
02. Drainage	2 nd	02. Waste Management	2 nd
03. Waste Management	3 rd	03. Public Toilet	3 rd
04. Food Safety	4 th	04. Drainage	4 th
05. Street Light	5 th	05. Food Safety	5 th
06. Water Supply	6 th	06. Maternal and child health	6 th
07. Maternal and child health	7 th	07. Street Light	7 th

Conclusion and Recommendation

The CRC Survey explores the means and level of communication to the CC Authority as well as citizens' involvement and participation in the provision of CC services. In order to understand the satisfaction level of provided services, this survey clearly identifies which services are at dilapidated condition needing significant focus to attain citizen's satisfaction. However, some key achievements in most of the services have been revealed from the survey.

This survey provides an outlook of what kind of services need attention for further improvement and highlights citizens' aspirations and desire regarding level of satisfaction. A priority list of services for further improvement was prepared from suggestions of citizens which would help the CC Authority in selection of services for development based on priority. It is possible to formulate a need-based policy for provision of service facilities if the key findings of this survey are followed by the concerned section and departments of the city corporation.